

TRAINING PROGRAM OF INSTRUCTION (TPI)
FOR
DINFOS BPAS-W
BASIC PUBLIC AFFAIRS SPECIALIST-WRITER



Approved by:

Commandant Defense Information School
Supersedes TPI Dated: 12 October 2006



BASIC PUBLIC AFFAIRS SPECIALIST-WRITER
TRAINING PROGRAM OF INSTRUCTION

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TRAINING PROGRAM OF INSTRUCTION

Preface

TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN): DINFOS- BPAS-W

TITLE: Basic Public Affairs Specialist-Writer

TRAINING LOCATION: Defense Information School, Ft Meade, MD

SPECIALTY AWARDED:

USA:	46Q10
USAF:	3NOX1
USN:	This is one of eight functional areas toward the awarding of the Mass Communication Specialist NEC
USMC:	4341
USCG:	Public Affairs Specialist 3d Class (PA3)

PURPOSE: To train selected enlisted personnel and civilian employees of Department of Defense components in the principles, techniques and skills required to perform the duties and functions of public affairs specialists.

COURSE DESCRIPTION: The *graduate* is prepared to perform skills as a military journalist (supervised). The successful student can interact with command, community and media, and prepare and release information to report news and command information in accordance with applicable directives. This apprentice has studied and practiced theory, concepts and principles of public affairs, media relations and community relations. The student has applied various research methods and fundamentals of print journalism to include acceptable media English as it applies to newswriting with emphasis on style, format and techniques, and practiced basic operation of the digital camera and photojournalism skills. This graduate has successfully written newspaper leads, headlines, news and feature stories, and practiced newspaper design and layout

TARGET POPULATION / PREREQUISITES: Attending servicemembers must possess one of the following occupational specialty ratings to qualify for enrollment:

Requests for waiver of prerequisites must be routed through the appropriate career field manager to the DINFOS Commandant and must be approved prior to student's arrival for training.

U.S. Army: Enlisted: E-1 through E-6; minimum 2 years of high school English; minimum GT score of 107; and type minimum of 20 wpm.

U.S. Navy: Enlisted: E-1 through E-6; minimum GT score of 110; and type minimum of 20 wpm.

U.S. Air Force: Enlisted: E-1 through E-7; minimum score of 72 on general area of the ASVAB; and type minimum of 20 wpm.

U.S. Marine Corps: Enlisted: E-1 through E-6; minimum GT score of 110; minimum VE score of 45; and type minimum of 20 wpm.

U.S. Coast Guard: Enlisted: E-3 through E-5; ASVAB requirement of minimum VE+AR=104 and minimum VE score of 54; and type minimum of 20 wpm.

Civilian: As determined by DOD and other federal agencies, civilian personnel in the grade of GS-05 or below having a requirement for this training must be a high school graduate or have a certificate of equivalency.

International: Due to the extensive amount of writing required for the course, international students must have a comprehensive understanding of English language usage, grammar and syntax. Students must score an 85 on the English Comprehension Level (ECL) test and be able to type. These requirements cannot be waived.

Security and Special Information: None

CLASS SIZE:

MAXIMUM 48

MINIMUM 24

COURSE LENGTH: 56 Days Training Days

ACADEMIC HOURS: 427 Hours

ADMINISTRATIVE HOURS: 21 Hours

TOTAL COURSE HOURS: 448 Hours

ADDITIONAL INSTR SUPPORT HOURS: 122 Hours**

**These hours reflect additional instructional support requirements for FTX and grading. They are added to ICH and are not included in TPI hours

INSTRUCTOR CONTACT HOURS: 2223 Hours

TYPE/METHOD OF INSTRUCTION:

1. Lecture (L) 111.5 Hours

2. Demonstration (D) 19.5 Hours

3. Performance Exercise (PE)	101.5	Hours
4. Performance Examination (EP)	182.5	Hours
5. Written Examination (EW)	12	Hours
6. Administrative Hours (AD)	21	Hours

TRAINING START DATE: 22 January 2008

ENVIRONMENTAL IMPACT: None. DOD policy was followed to assess the environmental impact.

MANPOWER: The Interservice Training Review Organization (ITRO) formula was used to determine the number of instructors required.

EQUIPMENT AND FACILITIES: The Course Design Resource Estimate (CDRE) contains this information.

TRAINING DEVELOPMENT PROPONENT: Course Development Department, Defense Information School, Fort George G. Meade, MD 20755 301-677-4420

FUNCTIONAL AREA 1
NEWSWRITING

TPFN: DINFOS-BPAS-W-001-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the student with a basic foundation and knowledge of military public affairs writing and print copy-editing. Upon completion of this functional area, the student will be capable of writing military news stories and headlines for internal and external audiences. Students must earn an aggregate score of at least 70 percent to successfully complete this functional area.

UNITS:	001	What Makes News?
	002	Writing for an Internal Audience
	003	Writing for an External Audience
	004	Writing Headlines

TOTAL HOURS: 79

FUNCTIONAL AREA 1
NEWSWRITING

TPFN: DINFOS-BPAS-W-001-001-

UNIT TITLE: What Makes News?

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students are introduced to the concepts of public affairs (PA) with emphasis on the functions of news and newsgathering. They identify the definition of news and how to evaluate the relative importance of information that could be considered news. Students examine types of stories used in military publications and how information is obtained for those stories.

TPFN HOURS AND TYPE: 2L, 1EW

TPFN TOTAL HOURS: 3

PREREQUISITE TPFN: None

TASKS: 001- Explain how news is defined and evaluated
002- Written Exam (definition & evaluation of news)

REFERENCES: Reporting for the Media, Fedler, Bender, Davenport, & Drage (2001); The Editorial Eye, Harrigan and Dunlap (2004)

INSTRUCTOR/STUDENT RATIO: 1:12 (L, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 1
NEWSWRITING

TPFN: DINFOS-BPAS-W-001-002-

UNIT TITLE: Writing for an Internal Audience

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students write various leads, bridges and news stories for internal release under a timed, in-class deadline. In accordance with classroom instruction and the Associated Press Stylebook, students must identify and correctly use the five Ws and H; determine the lead emphasis for a news lead; use impersonal identification; identify sources for gathering information; and determine what information needs attribution. Students identify the purpose and guidelines for writing general news stories and localized service news stories. Students identify and correct errors in their work using copy-editing symbols.

TPFN HOURS AND TYPE: 11.5L, 8.5D, 15PE, 8EP

TPFN TOTAL HOURS: 43

PREREQUISITE TPFN: DINFOS-BPAS-W-001-001

TASKS:

- 001- Apply English skills
- 002- Write an internal news story
- 003- Performance exam (Leads 2)
- 004- Performance exam (News 6)

REFERENCES: The Associated Press Stylebook and Briefing on Media Law (2006); The Editorial Eye, Harrigan and Dunlap (2004) The Art of Editing, Baskette, Sissors and Brooks (1997); The Professional Journalist, Hohenberg (1983); News Reporting and Writing, Mencher (2000); The Practice of Public Relations, Seitel (1995); The Complete Reporter, Harriss, Johnson, Leiter (2000); News Writing and Reporting, Itule and Anderson (2003) Professional Newswriting, Ward (1985); Reporting and Writing the News, Agee, Ault and Emery (1983); Reporting for the Media, Fedler, Bender, Davenport and Drager (2001); Writing and Reporting the News: A Coaching Method, Rich (1999)

INSTRUCTOR/STUDENT RATIO: 1:12 (L, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 1
NEWSWRITING

TPFN: DINFOS-BPAS-W-001-003-

UNIT TITLE: Writing for an External Audience

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students write various leads, bridges and news stories for external release under a timed, in-class deadline. In accordance with classroom instruction and the Associated Press Stylebook, students must identify the local angle and military tie; determine the lead emphasis for a news lead; fully identify people; use a dateline; identify sources for gathering information; and determine what information needs attribution. Students identify the purpose and guidelines for writing advance, pre-deployment, mission, and accident/incident stories. Students identify and correct errors in their work using copy-editing symbols.

TPFN HOURS AND TYPE: 7.5L, 3D, 6.5PE, 7EP

TPFN TOTAL HOURS: 24

PREREQUISITE TPFN: DINFOS-BPAS-W-001-002

TASKS:

- 001- Write an external news story
- 002- Performance exam (Leads 5)
- 003- Performance exam (News 3)
- 004- Write an accident/incident story

REFERENCES: The Associated Press Stylebook and Briefing on Media Law Handbook (2006) Newswriting: From Lead to “30,” Metz (1992); Interpretative Reporting, MacDougall (1992) Student handbook. The Art of Editing, Baskette, Sissors and Brooks (1997); The Editorial Eye, Harrigan and Dunlap (2004); The Professional Journalist, Hohenberg (1983); News Reporting and Writing, Mencher (2000); The Practice of Public Relations, Seitel (1995); The Complete Reporter, Harriss, Johnson, Leiter (2000); News Writing and Reporting, Itule and Anderson (2003); Professional Newswriting, Ward (1985); Reporting and Writing the News, Agee, Ault and Emery (1983); Reporting for the Media, Fedler, Bender, Davenport and Drager (2001) Writing and Reporting the News: A Coaching Method, Rich (1999);

INSTRUCTOR/STUDENT RATIO: 1:12 (L, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 1
NEWSWRITING

TPFN: DINFOS-BPAS-W-001-004-

UNIT TITLE: Writing Headlines

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students identify the categories, functions and forms of headlines; apply the guidelines for writing headlines; practice using punctuation and abbreviations; and determine how to ensure a headline fits the desired space in a publication.

TPFN HOURS AND TYPE: 3.5L, 1D, 2PE, 2.5EP

TPFN TOTAL HOURS: 9

PREREQUISITE TPFN: DINFOS-BPAS-W-001-003

TASKS: 001- Write a headline.

REFERENCES: The Associated Press Stylebook and Briefing on Media Law (2006); The Art of Editing, Baskett and Sissors (1997); The Editorial Eye, Harrigan and Dunlap (2004); Student handbook

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 2
PUBLIC AFFAIRS FUNDAMENTALS

TPFN: DINFOS-BPAS-W-002-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the student with a basic foundation of knowledge required to perform the duties of a Department of Defense military public affairs specialist. Upon completion of this functional area, the student will be able to identify the primary principles of military public affairs policy, procedures and governing directives (laws, publications, etc.); the student will be capable of determining appropriate guidelines for release of information and imagery, and assessing the potential news value of a given situation. The student will also be capable of developing and recommending public affairs courses of action in the areas media relations, community relations, and internal information during peacetime, operational training and operational deployments. Students must earn an aggregate score of at least 70 percent to successfully complete this functional area.

UNITS:	001	Introduction to Military Public Affairs
	002	Internal Information
	003	Community Relations
	004	Communication Law
	005	Ethics
	006	Guidelines for the Release of Information

TPFN TOTAL HOURS: 18

FUNCTIONAL AREA 2
PUBLIC AFFAIRS FUNDAMENTALS

TPFN: DINFOS-BPAS-W-002-001-

UNIT TITLE: Introduction to Military Public Affairs

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students continue to review the concepts of public affairs with emphasis on the functions of these programs and ethical behavior required of PA professionals. The student discusses the four reasons for having public affairs programs; explains the three public affairs functions; discusses each Service's public affairs organization and operations; discusses the two approaches to public affairs; and explains the four-step public affairs process. This instruction will be tested on subsequent exams.

TPFN HOURS AND TYPE: 1L

TPFN TOTAL HOURS: 1

PREREQUISITE TPFN: DINFOS-BPAS-W-001

TASKS: 001- Identify public affairs concepts and processes

REFERENCES: Department of Defense Directive 5122.5, Assistant Secretary of Defense for Public Affairs, 27 September 2000; Joint Publication 3-61, Public Affairs, 9 May 2005
Department of Defense Directive 5400.13, Joint Public Affairs Operations, 9 January 1996
(Certified Current as of November 21, 2003); SECNAVINST 5720.44B, 1 November, 2005
Army Field Manual 46-1, Public Affairs Operations, 30 May 1997; Army Field Manual 3-61.1
Public Affairs Tactics, Techniques and Procedures, Oct., 2000; Coast Guard Public Affairs
Manual; Air Force Policy Directive 35-1, Public Affairs Management, 17 September 1999
Air Force Instruction 35-101, 29 November 2005

INSTRUCTOR/STUDENT RATIO: 2: 48

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 2
PUBLIC AFFAIRS FUNDAMENTALS

TPFN: DINFOS-BPAS-W-002-002-

UNIT TITLE: Internal Information

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students define the overall goal and three objectives of internal information programs; discuss the five internal audiences; describe the advantages and disadvantages of various internal media; explain how to target a message; explain public affairs product contracting procedures; explain how to publish and distribute public affairs products; discuss how to prepare and use readership surveys; discuss how to use a commander's access channel; and describe military broadcasting and American Forces Radio and Television Service. This instruction will be tested on subsequent exams.

TPFN HOURS AND TYPE: 4L

TPFN TOTAL HOURS: 4

PREREQUISITE TPFN: DINFOS-BPAS-W-002-001

TASKS: 001- Explain various aspects of internal information

REFERENCES: Cutlip, M., Scott (2000). Effective Public Relations; Seitel, P., Fraser (1995). The Practice of Public Relations; Army Regulation 360, the Army Public Affairs Program (Sept. 15, 2000); Air Force Instruction 35-101, Public Affairs Policies and Procedures (July 26, 2001) Secretary of the Navy Instruction 5720.44A, Department of the Navy Public Affairs Policy and Regulations (May 9, 2002); Department of Defense Instruction 5120.4, Department of Defense Newspapers, Magazines and Civilian Enterprise Publications (June 16, 1997) Department of Defense Directive 5120.20, Armed Forces Radio and Television Service, AFRTS (Jan. 16, 2004); Department of Defense Directive 5122.10, American Forces Information Service, AFIS (Nov. 21, 2000); Department of Defense Directive 5122.11, Stars and Stripes (S&S) Newspapers and Business Operations (March 5, 2004); Confidence in Government Institutions, Gallup Poll, May 23-26, 2005. Retrieved July 27, 2005 from PollingReport.com: <http://www.pollingreport.com/institut.htm> ;SECNAVINST 5720.44A, Chapter 2 DOD Web Site Administration Policies and Procedures, part V, Examples and Best Practices DOD Directive 5203.9, Clearance of DOD Information for Public Release and Defense Link web site - www.defenselink.mil/webmasters; <http://www.au.af.mil/au/awc/awcgate/awcwebm.htm>

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 2
PUBLIC AFFAIRS FUNDAMENTALS

TPFN: DINFOS-BPAS-W-002-003-

UNIT TITLE: Community Relations

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students define community relations; explain why a military community conducts community relations; explain how to use the four-step problem-solving cycle to handle community relations events and issues. Students explain how a military community affects local education systems; explain methods of dealing with encroachment; discuss concerns associated with base closures; and discuss public affairs roles in Department of Defense environmental programs. Students identify six major factors the public affairs specialist must consider when dealing with a community relations issue; identify civic outreach programs; explain how to handle requests for support from national organizations; identify requirements for handling requests for special Service demonstration teams; and identify Department of Defense policy restrictions on the conduct of community relations programs. Students explain how to set up a community relations program; discuss how to respond to a speaker request; explain how to coordinate with other staff to organize a tour; describe how to respond to community concerns; explain how to handle requests for support; and discuss host nation sensitivities. Students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 4L, 1 EW

TPFN TOTAL HOURS: 5

PREREQUISITE TPFN: DINFOS-BPAS-W-002-002

TASKS: 001- Explain various aspects of community relations
002- Written exam (PA 1)

REFERENCES: DOD Directive 5410.18; DOD Instruction 5410.19. Air Force Policy Instruction 35-201; Army Regulation 360-61; SECNAVINST 5720.44; Public Law 81-874 and Public Law 81-815, as amended; Clean Air Act; Clean Water Act. Environmental Regulation Handbook; Current case studies on impact aid, base closures, environmental impact, noise pollution, encroachment and land use, Community Relations Training Needs for DOD Installation Restoration Program, ICF, Inc. November 1986; Blueprint for the Environment: A Plan for Federal Action, Allan Com., ed., Howe Brothers, Salt Lake City, 1989; Covering an Environmental Accident: Are Journalists Prepared? (Rutgers University videotape)

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 2
PUBLIC AFFAIRS FUNDAMENTALS

TPFN: DINFOS-BPAS-W-002-004-

UNIT TITLE: Communication Law

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students explain the two types of defamation; discuss the six elements of libel; recognize potentially defamatory statements; describe potential privacy rights violations; and discuss copyright laws. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 1L

TPFN TOTAL HOURS: 1

PREREQUISITE TPFN: DINFOS-BPAS-W-002-003

TASKS: 001- Identify communication laws that impact public affairs

REFERENCES: The Associated Press Stylebook and Briefing on Media Law, The Associated Press, 450 W. 33rd St., New York, NY 10001, 2005; The First Amendment Handbook, The Reporters Committee for Freedom of the Press, © 2003 RCFP. 1815 N. Fort Myer Dr., Suite 900, Arlington VA 22209 (703) 807-2100; The Writer's Legal Companion, Brad Bunnin and Peter Beren, Reading, Mass., Addison Wesley Publishing Company, 1988; Mass Media Law, Donald R. Pember, Iowa, Wm. C. Brown Publishing Company, 1977; Law of Mass Communications, Harold L. Nelson and Dwight L. Teeter, 5th edition, New York, Foundation Press, 1986
The Associated Press Stylebook and Libel Manual, 37th Edition, New York, Associated Press, 2002; The Law of Public Communication, Kent R. Middleton and Bill F. Chamberlin, 3rd edition, New York, Longman Publishing Group, 1994; "The Army Communicator and Mass Communication Law: An Analysis of Organizational and Personal Liability," Douglas R. Scott, Defense Information Technical Center, Cameron Station, Va., 1988; DOD Directive 5400.11, "DOD Privacy Program", 11/16/2004; DOD Directive 5535.4, "Copyrighted Sound and Video Recordings", 08/31/1984, Change 1, 11/16/1994

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 2
PUBLIC AFFAIRS FUNDAMENTALS

TPFN: DINFOS-BPAS-W-002-005-

UNIT TITLE: Ethics

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students examine and analyze the differences between the military and media cultures; review how to avoid conflicts of interests; discuss the Department of Defense's and Service's policies on accepting gifts; review ways to use attribution to avoid plagiarism; examine how to avoid alienating portions of an audience; and discuss sources of equal opportunity information. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 2L

TPFN TOTAL HOURS: 2

PREREQUISITE TPFN: DINFOS-BPAS-W-002-004

TASKS: 001- Explain the role ethics plays in public affairs

REFERENCES: ETHICS - JER 5507-R, "Joint Ethics Regulation." DODD 1350.2, "Military Equal Opportunity Program." DODD 5500.7, Standards of Conduct; DOD Directive 5400.11, DOD Privacy Program; Army Regulations 360-81 and 360-5; SECNAVINST 5720.44A Marine Corps Order 5720.61; Air Force Instruction 35-101; Webster's World College Dictionary, Macmillan Publishers Ltd., 1988; Ethics for the U.S. Air Force Officer, Edsel O. Chalker, Air University, 1972; The Melancholy Anatomy of Plagiarism, Onge, University Press of American, 1988; Society of Professional Journalists Code of Ethics, www.spj.org/ethics.code.asp Media Isn't a Four-Letter Word; a Guide to Effective Encounters With the Members of the Fourth Estate, David J. Shea and John F. Gulik, 2002; PUBLIC AFFAIRS - Department of Defense Directive 5122.5; Assistant Secretary of Defense for Public Affairs, 27 September, 2000; Joint Publication 3-61, Public Affairs, 9 May, 2005; Department of Defense Directive 5400.13, Joint Public Affairs Operations, 9 Jan., 1996 (Certified Current as of November 21, 2003) SECNAVINST 5720. 44B, 1 November, 2005; Army Field Manual 46-1, Public Affairs Operations, 30 May 1997; Army Field Manual 3-61.1 Public Affairs Tactics, Techniques and Procedures, Oct., 2000 Coast Guard Public Affairs Manual; Air Force Policy Directive 35-1, Public Affairs Management, 17 September, 1999; DINFOS POPMAN 2.4.5.9.1, Plagiarism Webster's World College Dictionary, Macmillan Publishers Ltd., 1988

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 2
PUBLIC AFFAIRS FUNDAMENTALS

TPFN: DINFOS-BPAS-W-002-006-

UNIT TITLE: Guidelines for the Release of Information

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students identify why the military needs guidelines for releasing information; identify the meaning of the American public's right to know versus its need to know; review Department of Defense policy on information and the principles of information; discuss the limitations of the doctrine; examine the provisions of the Freedom of Information and Privacy Acts; explain what the guidelines for the release of information can do for a public affairs office; and analyze the guidelines for the release of information involving an accident /incident. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 4L, 1EW

TPFN TOTAL HOURS: 5

PREREQUISITE TPFN: DINFOS-BPAS-W-002-005

TASKS: 001- Explain guidelines for the release of information
002- Written exam (PA 2)

REFERENCES: DOD Directive 5230.16, Nuclear Accident and Incident Public Affairs (PA) Guidance, Dec. 20, 1993 (Certified Current as of Nov. 21, 2003); DOD Directive 5230.9, Clearance of DOD Information for Public Release, April 9, 1996 (Certified Current as of November 21, 2003); DOD Directive 5400.7, DOD Freedom of Information Act (FOIA) Program, Sept. 29, 1997 (Certified Current as of Nov. 21, 2003); DOD Directive 5400.11, DOD Privacy Program, Dec. 13, 1999; DOD Directive 5410.14, Cooperation with U. S. News Media Representatives at the Scene of Military Accidents Occurring Outside Military Installations, Oct 25, 1963 (Certified Current as of Nov. 21, 2003); DOD Principles of Information, Nov. 9, 2001; Memorandum, Public Identification of Casualties, April 1, 2004; Memorandum, Principles of Information -- Anonymous Quotations, July 29, 2005

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 3

MEDIA RELATIONS

TPFN: DINFOS-BPAS-W 003-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the student with the basic knowledge and skills necessary to incorporate modern media into on-going military public affairs operations. Upon completion of this functional area, the student will be able to select appropriate media types for communication of timely, accurate information to specific publics; respond verbally and in writing to queries from media organizations; prepare for and conduct media interviews; and select and prepare military spokespersons for media interviews. Students must earn an aggregate score of at least 70 percent to successfully complete this functional area.

UNITS:

001	Media Escort and Interaction
002	Managing Media Relations
003	Media Techniques

TPFN TOTAL HOURS: 24

FUNCTIONAL AREA 3
MEDIA RELATIONS

TPFN: DINFOS-BPAS-W-003-001-

UNIT TITLE: Media Escort and Interaction

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students discuss the definitions of a media query; identify professional telephone techniques; explain how to properly fill out a media query form; assess how to deliver a complete response that includes command messages; review the different types of attribution and when they are used; define the techniques for providing on-camera media interviews. Students examine why we escort the media; explain when we escort the media; describe ground rules and how to enforce them; recognize how to prepare for a media visit and escort the media, explain how to arrange interviews with the media; including the special considerations for electronic media; and explain what actions to take after a media visit. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 3L

TPFN TOTAL HOURS: 3

PREREQUISITE TPFN: DINFOS-BPAS-W-002

TASKS: 001- Escort the media

REFERENCES: Joint Publication 3-61, Public Affairs, 5, Media Access, 9 May, 2005
SECNAVINST 5720.44A, Public Affairs Policy and Regulations, 3 JUNE 1987

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 3

MEDIA RELATIONS

TPFN: DINFOS-BPAS-W-003-002-

UNIT TITLE: Managing Media Relations

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students identify how to set up and maintain a media list; explain how to track the media; describe the methods of releasing information; outline how to set up a news media center; identify how to arrange a media conference; examine how to arrange media travel/orientation flights; and describe the types and uses of media relations files. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 4L, 1EW

TPFN TOTAL HOURS: 5

PREREQUISITE TPFN: DINFOS-BPAS-W-003-001

TASKS: 001- Explain the various aspect of media relations
002- Written exam (PA 3)

REFERENCES: "VISION 2000, Public Affairs into the 21st Century," OCPA, DA, 1994
"In the Spotlight, Media and the Tactical Commander," Center for Army Lessons Learned, No. 92-7, 1992; Army Regulation 360-81; SECNAVINST 5720.44A, Chapter 2; Air Force Policy Directive 35-3; FM 46-1, Public Affairs Operations, 10 March 1997; Joint Publication 3-61, Doctrine for Public Affairs in Joint Operations, May 97; Army Regulation 360-5, Public Information, 31 May 1989; SECNAVINST 5720.44A, Public Affairs Policy and Regulations, 3 JUNE 1987; Soldier Training Publication No. 46-46Q14-SM-TG, 24 August 1988, pages 3-232-233; Air Force Instruction 35-206, 29 JUNE 1994; CDC 3N051B, Public Affairs Journeyman, Volume 1. Public Communications, Air Education and Training Command, USAF, May 96
Department of Defense Instruction 5435.2, "Delegation of Authority to Approve Travel In and Use of Military Carriers for Public Affairs Purposes", April 25, 1975

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 3
MEDIA RELATIONS

TPFN: DINFOS-BPAS-W-003-003-

UNIT TITLE: Media Techniques

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students develop responses to media queries, including command messages; responds to a media query; respond to on-camera interview questions. Students receives media queries; determine news sources; coordinate with a commander's staff; develop command messages; and from the queries, writes an initial release; develop responses for an on-camera interview; gather information for news releases; apply the guidelines for release to news media products; prepare for a media visit; develop ground rules for the media; represent the command in an on-camera interview; and conduct an after action review. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 3L, 1D, 6 PE, 6EP

TPFN TOTAL HOURS: 16

PREREQUISITE TPFN: DINFOS-BPAS-W-003-002

TASKS: 001- Respond to a media query
002- Respond to on-camera interview questions

REFERENCES: Public Affairs Handbook

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 4
OPERATIONAL PUBLIC AFFAIRS

TPFN: DINFOS-BPAS-W 004-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the student with continuing instruction in the concepts of public affairs (PA) with emphasis on the functions of operating PA programs in an overseas area and the necessity of coordinating issues in a joint service expeditionary environment. This training is practiced, reinforced and critiqued in the student's application of these principles during the field training exercise as the culminating training and evaluation event of this functional area. The student is placed in a scenario-driven exercise that simulates deployment with a public affairs unit. Students must earn an aggregate score of at least 70 percent to successfully complete this functional area.

UNITS:

001	Joint Service Operations
002	Public Affairs Overseas
003	Wartime Roles and Missions

TPFN TOTAL HOURS: 34

FUNCTIONAL AREA 4
OPERATIONAL PUBLIC AFFAIRS

TPFN: DINFOS-BPAS-W-004-001

UNIT TITLE: Joint Service Operations

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students review each Service's organization and operations; discuss the Service chain of command and its administrative mission; examine the unified command structure and its operational mission; explore how the unified commands support U.S. national security goals; and define selected operational and public affairs terms. Students define what is meant by the term Joint Information Bureau; discuss a JIB's major responsibilities; and examines a JIB's relationship with its commander, Department of Defense, military units and other agencies. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 2L

TPFN TOTAL HOURS: 2

PREREQUISITE TPFN: DINFOS-BPAS-W-003

TASKS:

- 001- Explain the role of the commander-in-chief, the various service secretaries and the joint chiefs of staff.
- 002- Explain how the unified command structure and its operational mission support U.S. national security goals
- 003- Define selected joint operational and public affairs terms
- 004- Explain a joint information bureau's major responsibilities/structure

REFERENCES: Joint Publication 3-61, "Public Affairs," 9 May, 2005; "The Joint Chiefs of Staff" (online) <http://www.dtic.mil/jcs>

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 4
OPERATIONAL PUBLIC AFFAIRS

TPFN: DINFOS-BPAS-W-004-002

UNIT TITLE: Public Affairs Overseas

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students examine host nation sensitivities overseas and how these factors can affect the public affairs mission; identify how military public affairs specialists interact with the embassy; review the factors that affect external information overseas; list six internal information tools available overseas; identify the importance of internal information overseas; and review the impact of terrorism on public affairs operations. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 1L, 1EW

TPFN TOTAL HOURS: 2

PREREQUISITE TPFN: DINFOS-BPAS-W-004-001

TASKS: 001- Describe host nation sensitivities and how these factors can affect the public affairs mission
002- Written exam (PA 4)

REFERENCES: U.S. Navy Public Affairs Instruction; SECNAVINST 5720.44A; Department of Army Pamphlet 550 series

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 4
OPERATIONAL PUBLIC AFFAIRS

TPFN: DINFOS-BPAS-W-004-003

UNIT TITLE: Wartime Roles and Missions

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students are assigned a role and team for the Field Practical Exercise. During the exercise, students apply guidelines for releasing information; conduct interviews; download Service news stories; and research information for news stories; write an external news release; respond to media queries; arrange for media travel; respond to requests for information from the public; display professionalism; interact with military staffs; work with civil affairs staff to solve community relations problems; prepare a spokesperson for an interview; develop command messages; meet deadlines and perform as a team. Each team produces a field world-wide web site while deployed to Iraq. The student discusses the Department of Defense's nine principles for media coverage; discusses what the principles mean to public affairs specialists; describes the guidelines for arranging media pools; explains internal information objectives in wartime; discusses community relations needs in the theater of operations; and discuss community relations needs at the home base. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 3L, 27 EP

TPFN TOTAL HOURS: 30

PREREQUISITE TPFN: DINFOS-BPAS-W-004-002

TASKS:

- 001- Identify the Department of Defense's principles for media coverage
- 002- Describe the guidelines for arranging media pools and embedded media
- 003- Explain internal information objectives in theater
- 004- Explain how public affairs interacts with civil affairs in theater of operations
- 005- Explain how public affairs interacts with information operations in theater of operations
- 006- Perform as a public affairs specialist during a field training exercise

REFERENCES: DOD Directive NUMBER 5122.5, Enclosure 3, September 27, 2000; Joint Publication 3-61(JP 3-61), 9 May, 2005; Message traffic from SecDef, Feb., 2003, subject: PUBLIC AFFAIRS GUIDANCE (PAG) ON EMBEDDING MEDIA DURING POSSIBLE FUTURE OPERATIONS/DEPLOYMENTS IN THE U.S. CENTRAL COMMANDS (CENTCOM) AREA OF RESPONSIBILITY (AOR); PA Handbook

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 5

FEATURE WRITING

TPFN: DINFOS-BPAS-W-005-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the student with the skills and techniques used to tell a story. The student is able to select topics, collect information, organize, write, revise and rewrite stories using figurative language and various storytelling devices of fiction writers. The student can write feature leads and conclusions appropriate to story types, differentiate between a good and bad interview, discuss how to prepare for an interview and identify procedures used in conducting an interview. The students will use all information learned here to successfully write subsequent feature stories during the course. Students must earn an aggregate score of at least 70 percent to successfully complete this functional area.

UNITS:	001	Introduction to Feature Writing
	002	News Features
	003	Human-Interest Features
	004	Personality Features

TPFN TOTAL HOURS: 88

FUNCTIONAL AREA 5
FEATURE WRITING

TPFN: DINFOS-BPAS-W-005-001

UNIT TITLE: Introduction to Feature Writing

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students examine the differences between hard news stories and features in an overview on the different types of feature stories. They review how contemporary features combine traditional feature writing with new journalism. They discuss terminology common to creative and feature writing, discuss the writing process and learn some of the techniques that can be used to tell a story. Students select topics, collect information, organize, write, revise and rewrite the story using figurative language and the various story-telling devices of fiction writers. Students examine functions of feature leads and conclusions appropriate to story types. Students also review the differences between a good and bad interview, discuss how to prepare for an interview, identify procedures used in conducting an interview, determine how to take notes and undergo a practical exercise of interviewing a source using those lessons. The student will use all information learned here to successfully write subsequent feature stories during the course and in the final newspaper production project.

TPFN HOURS AND TYPE: 12.5L, 12.5PE, 14.5EP, .5D

TPFN TOTAL HOURS: 40

PREREQUISITE TPFN: DINFOS-BPAS-W-004

TASKS: 001- Practice feature writing principles
002- Performance exam (Features 4)

REFERENCES: DINFOS Electronic Policies and Procedures Manual (2006); The Essential Feature, Hay (1990); Feature Writing for Newspapers, Williamson; Stalking the Feature Story, Ruehlmann; News Writing and Reporting for Today's Media, Itule and Anderson (1997) Beyond the Facts: A Guide to the Art of Feature Writing, Alexander; Write to be Read, Patterson (1986); The Newspaper Designer's Handbook, Harrower (2005); Writing and Reporting News: A Coaching Method, Rich (2003); The Editorial Eye, Harrigan and Dunlap (2004)

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 5
FEATURE WRITING

TPFN: DINFOS-BPAS-W-005-002

UNIT TITLE: News Features

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students define and discuss the purposes of news features. Students review the types of transitions and story structures and will identify the importance of secondary sources in feature stories. Students also examine the relationship between editor and reporter as the instructor “coaches” them through information gathering and writing. Students will observe and record action, settings and personality characteristics for use in feature stories. Students pull all training parts and experiences together to write a complete news feature. The students’ ability to meet the objectives of this unit will be measured on a written exam and subsequent recorded writing assignments.

TPFN HOURS AND TYPE: 1 L, .5 D, 14.5 EP

TPFN TOTAL HOURS: 16

PREREQUISITE TPFN: DINFOS-BPAS-W-005-001

TASKS: 001- Write a basic news feature

REFERENCES: The Essential Feature, Hay (1990); Feature Writing for Newspapers, Williamson; Stalking the Feature Story, Ruehlmann; News Writing and Reporting for Today’s Media, Itule and Anderson (1997); Beyond the Facts: A Guide to the Art of Feature Writing, Alexander; Write to be Read, Patterson (1986); Writing and Reporting News: A Coaching Method, Rich (2003); The Editorial Eye, Harrigan and Dunlap (2004)

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 5
FEATURE WRITING

TPFN: DINFOS-BPAS-W-005-003

UNIT TITLE: Human-Interest Features

UNIT INTERMEDIATE TRAINING OBJECTIVE: The students receive continuing instruction with emphasis on the functions of writing a human interest feature story. They discuss terminology common to creative and feature writing, discuss the writing process and learn some of the techniques that can be used to tell a story. Students learn how to select topics, collect information, organize, write, revise and rewrite the story using figurative language and the various story-telling devices of fiction writers. The student will also examine the relationship between editor and reporter as the instructor “coaches” them through information gathering and writing. The students’ ability to meet the objectives of this unit will be measured on a written exam and subsequent recorded writing assignments.

TPFN HOURS AND TYPE: 1L, .5 D, 14.5 PE

TPFN TOTAL HOURS: 16

PREREQUISITE TPFN: DINFOS-BPAS-W-005-002

TASKS: 001- Write a human interest feature

REFERENCES: The Essential Feature, Hay (1990); Feature Writing for Newspapers, Williamson; Stalking the Feature Story, Ruehlmann; News Writing and Reporting for Today’s Media, Itule and Anderson (1997); Beyond the Facts: A Guide to the Art of Feature Writing, Alexander; Write to be Read, Patterson (1986); Writing and Reporting News: A Coaching Method, Rich (2003); The Editorial Eye, Harrigan and Dunlap (2004)

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 5
FEATURE WRITING

TPFN: DINFOS-BPAS-W-005-004

UNIT TITLE: Personality Features

UNIT INTERMEDIATE TRAINING OBJECTIVE: The students receive continuing instruction with emphasis on the functions of writing a personality feature story. Students learn how to use figurative writing to bring their subject to life through the use of description, quotes and biographical details. The student will also examine the relationship between editor and reporter as the instructor “coaches” them through information gathering and writing. The students’ ability to meet the objectives of this unit will be measured on a written exam and subsequent recorded writing assignments.

TPFN HOURS AND TYPE: 1L, .5 D, 14.5 EP

TPFN TOTAL HOURS: 16

PREREQUISITE TPFN: DINFOS-BPAS-W-005-003

TASKS: 001- Write a personality feature

REFERENCES: The Essential Feature, Hay (1990); Feature Writing for Newspapers, Williamson; Stalking the Feature Story, Ruehlmann; News Writing and Reporting for Today’s Media, Itule and Anderson (1997); Beyond the Facts: A Guide to the Art of Feature Writing, Alexander; Write to be Read, Patterson (1986); Writing and Reporting News: A Coaching Method, Rich (2003); The Editorial Eye, Harrigan and Dunlap (2004)

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 6

PHOTOJOURNALISM

TPFN: DINFOS-BPAS-W 006-

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the student with the knowledge and skills necessary to tell a photo story using various visual communication techniques. Students review basic exposure and camera operation information, the differences between traditional and digital cameras, and differences between traditional and digital flash photography, and practice using procedures for downloading information from the camera to various storage media used with a digital camera. The students also examine various controls of both camera body and flash units. The students also define ethics and how it is critical to the effectiveness and trustworthiness of DOD Imagery released through both internal and external communications channels. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent pictorial products matched to news and feature-writing projects. Students must earn an aggregate score of at least 70 percent to successfully complete this functional area.

UNITS: 001 Photojournalism Techniques

TPFN TOTAL HOURS: 88

FUNCTIONAL AREA 6

PHOTOJOURNALISM

TPFN: DINFOS-BPAS-W-006-001-

UNIT TITLE: Photojournalism Techniques

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students practice the skills necessary to tell a photo story using various visual communication techniques. Students identify and operate controls and functions of a camera, and perform preventive maintenance on the camera. They also practice using procedures for downloading information from the camera to various storage media. The students also examine ethics and how it is critical to the effectiveness and trustworthiness of DOD Imagery released through communications channels. Additionally, the students practice factors that govern exposure, identify focal stop and shutter speed settings, and discuss basic exposure calculations; review the effects of different lens types and identify their specific purpose; and use the electronic flash in a number of different lighting situations. Students also use the Visual Information Identification Number for identifying photos; review the importance of a cutline to a photograph and the different types and uses of cutlines; define the composition of a feature picture for publication, identify the different types of feature pictures, and research and plan photographic coverage of a personality feature subject. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent pictorial products matched to news and feature-writing projects.

TPFN HOURS AND TYPE: 17.5L, 21PE, 5EW, 44.5EP

TPFN TOTAL HOURS: 88

PREREQUISITE TPFN: DINFOS-BPAS-W-005

TASKS:

- 001- Apply electronic imaging ethics
- 002- Label photos using a VIRIN
- 003- Write cutlines
- 004- Perform digital camera operations
- 005- Perform flash photography
- 006- Shoot photos using visual communication techniques
- 007- Written exam (basic composition)
- 008- Written exam (camera operations)
- 009- Performance exam (image editing exercise)
- 010- Written exam (image-editing software)
- 011- Written exam (ethics)
- 012- Performance exam (ADCAM exercise)
- 013- Written exam (ADCAM quiz)
- 014- Written exam (flash quiz)
- 015- Performance exam (flash photo)
- 016- Performance exam (protocol photo)
- 017- Written exam (final)
- 018- Performance exam (VISCOM photo)

- 019- Performance exam (feature photo)
- 020- Performance exam (uncontrolled action)

REFERENCES: BPAS-W Handbook (2006); Photography, seventh edition, London, Upton, Kobre, Brill; The Accidental Photojournalist. Tompkins, A. Retrieved Aug. 12, 2005 from the Poynter Institute at http://www.poynter.org/content/content_view.asp?id=65438&sid=29 Joint Combat Camera Center captioning guide; The Professional Journalist (pp. 269-279); Raloff, J. (2001, May 12); Visual Impact in Print, Gerald D. Hurley and Angus McDougal; Nikon D70 Owners manual; Photojournalism: The Professionals Approach, Kenneth Kobre; Photography, Upton and Upton, Second Edition; SB-800 Flash Manual; The Focal Guide to Action Photography by Don Morley; Photojournalism: Photography with a Purpose by Robert L. Kerns retrieved from the Poynter Institute at http://www.poynter.org/content/content_view.asp?id=65438&sid=29; Secretary of the Navy Instruction 5720.44A, Department of the Navy Public Affairs Policy and Regulations (May 9, 2002)

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 7
LAYOUT AND DESIGN FUNDAMENTALS

TPFN: DINFOS-BPAS-W 007-

TERMINAL TRAINING OUTCOME: Students examine basic design principles; identify the functions of typography; explain and demonstrate effective modular design; and the steps in publication production using desktop publishing software. The students must copy-fit stories, write headlines, and proportionally increase the size of photos to create an effective page design. The students demonstrate the layout steps using a copy log, a thumbnail sketch, a dummy sheet and desktop publishing software to create several publication pages. Students must earn an aggregate score of at least 70 percent to successfully complete this functional area.

UNITS: 001 Design and Desktop Publishing Principles

TPFN TOTAL HOURS: 76

FUNCTIONAL AREA 7
LAYOUT AND DESIGN FUNDAMENTALS

TPFN: DINFOS-BPAS-W-007-001-

UNIT TITLE: Design and Desktop Publishing Principles

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students examine the different types of publication pages and identify the elements of the page design; research a subject within his or her environment and prepare a planning sheet which details the photo shoot; explain and demonstrate how to crop photographs, and to proportionally increase the size of photographs in a layout. Additionally, students identify the functions of a layout, the significance of a photograph and its role in layout and design, demonstrate layout steps. The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 14L, 4 D, 14PE, 44EP

TPFN TOTAL HOURS: 76

PREREQUISITE TPFN: DINFOS-BPAS-W-006

TASKS:

- 001- Produce an internal product
- 002- Performance exam (inside news page)
- 003- Performance exam (inside feature page)
- 004- Performance exam (front page)
- 005- Performance exam (picture page)
- 006- Performance exam (final product)

REFERENCES: Newspaper Layout and Design, Moen; Modern Newspaper Design, Arnold
The Art of Editing, Baskette and Sissors; Contemporary Newspaper Design, Garcia; Newspaper Designer's Handbook, Harrower

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 8
SERVICE-SPECIFIC TRAINING

TPFN: DINFOS-BPAS-W-008

TERMINAL TRAINING OUTCOME: The instruction and training throughout this functional area provide the student with a basic foundation of knowledge required to perform the duties of a military public affairs specialist within his or her respective service. Upon completion of this functional area, the student will be able to identify the primary service-specific principles of military public affairs policy, procedures and governing directives (laws, publications, etc.). Students must earn an aggregate score of at least 70 percent to successfully complete this functional area.

UNITS: 001 Service specific

TPFN TOTAL HOURS: 20

FUNCTIONAL AREA 8
SERVICE-SPECIFIC TRAINING

TPFN: DINFOS-BPAS-W-008-001-

UNIT TITLE: Service Specific

UNIT INTERMEDIATE TRAINING OBJECTIVE: Students identify the primary service-specific principles of military public affairs policy, procedures and governing directives (laws, publications, etc.). The students' ability to meet the objectives of this unit will be measured on a written exam and subsequent performance exercises.

TPFN HOURS AND TYPE: 8 L, 2 EW, 10 PE

TPFN TOTAL HOURS: 20

PREREQUISITE TPFN: DINFOS-BPAS-W-007

TASKS: 001- Service-specific Public Affairs
002- Written exam and critique
003- In-box exercise and critique

REFERENCES: AF Instruction 35-101, Public Affairs Policies and Procedures; Air Force Service Unique Study Guide; Career Development Course 3N051, Public Affairs Journeyman; Army Field Manual 3-61-1, Public Affairs Tactics, Techniques and Procedures; Army Regulation 360-1, The Army Public Affairs Program; Army Field Manual 101-5, Staff Organization and Operations; FM 46-1 Public Affairs Operations. Army Regulation 600-8-19, Enlisted Promotions and Reductions; The Marine Corps Manual; USMC Concepts and Issues, 2000; Marine Corps Warfighting Publications 01, 03, 3-2, 4-1, 6-1; DINFOS Marine Corps Service Unique Study Guide; SECNAVIST 5720.44A, U.S. Navy Public Affairs Regulations. SECNAVINT 5720.5; MCO 1510.62A, Individual Training Standard for the Public Affairs Occupational Field (OCCFld) 43. SECNAVINST 5720.44; SECNAVINST 5724.3, Fleet Home Town News Center Instruction.; SECNAVINST 5720.44B, Department of Navy Public Affairs Policy and Regulations; Navy Public Affairs Handbook; NAVADMIN 016/04; Navy Public Affairs Chart Room Web Site: www.chinfo.navy.mil/chartroom; Navy Knowledge Online Web Site: www.nko.navy.mil. SECNAVINST 5612D; Navy Correspondence Manual; Navy Public Affairs Handbook BSP, Functional Area 1, "Photographic Fundamentals Study Guide and Workbook" DOD Instruction 6055.1 series, "DOD Safety and Occupational Health Program" DOD Instruction 6050.5 series "DOD Hazard Communication Program" Hazardous Material Information System DOD Directive 5040.2 series, "Visual Information" DOD Directive 1300.7 series, "Training and Education Measures Necessary to Support the Code of Conduct" BSP, Functional Area 1, "Photographic Fundamentals Study Guide and Workbook" TPFN: DINFOS-BMCSC 001-004 DOD Directive 5200.1 series "DOD Information Security Program" DOD Directive 5200.8 series "Security of DOD Installations and Resources" BSP, Functional Area 1, "Photographic Fundamentals Study Guide and Workbook" USCG Enlisted Qualifications Manual, COMDTINST M1414.8B; USCG Regulation COMDTINST M5000.3A; USCG Public Affairs Manual, COMDTINST M5728.2B.

USCG Public Affairs Manual, M5728.2C.

INSTRUCTOR/STUDENT RATIO: 1:12 (L, D, PE, EP) 1:24(EW)

SAFETY FACTORS: ROUTINE

FUNCTIONAL AREA 9
ADMINISTRATION

TPFN: DINFOS-BPAS-W-009

TERMINAL TRAINING OUTCOME: N/A

UNITS:

- 001- Course Opening
 - 001 English Diagnostic Test
 - 002 DINFOS inprocessing
 - 003 Command group welcome
 - 004 Receive course orientation (faculty counseling)
- 002- Course Closing
 - 001 Class outprocessing
 - 002 End-of-course survey
 - 003 Graduation preparation
 - 004 Graduation
 - 005 Individual outprocessing

TPFN TOTAL HOURS: 21

PREREQUISITE TPFN: DINFOS-BPAS-W-001 thru 008

REFERENCES: DINFOS Policy and Procedure Manual

INSTRUCTOR/STUDENT RATIO: 1: 48

SAFETY FACTORS: ROUTINE